

Wine Industry Skills Survey

25 September – 27 October 2023

This critical survey will help ensure the future of your workforce



The Wine Industry Skills Survey is part of a workforce **stocktake** of roles and skills across all businesses in the wine industry.



- Growers
- Wine producers
- Goods and services suppliers such as vineyard contractors, bottling, and logistics



The survey is a crucial foundation to **forecast** the skills and roles that will be needed in the future.

It spans every winegrowing region in New Zealand.

Preparing our industry for the future



New Zealand's wine sector and workforce have grown rapidly in the past two decades. Businesses have evolved, changing demand in roles and skills.



Understanding of the current wine sector workforce is based on old assumptions. Detailed and up to date business insight is needed.



The labour market is changing, the demographic of New Zealand's workforce will look quite different 10 years from today. We need to prepare for this.



Globally we are in a skills and labour shortage.



The world of work is changing, and a paradigm shift towards skills-based organisations is underway – are you ready?

NZ's wine sector and businesses need be positioned to compete globally for skills, talent and capability.



New Zealand Wine
Altogether Unique.



MARLBOROUGH
WINE | Aotearoa
New Zealand

Deep insights for businesses to plan their workforce



The skills survey will provide a robust evidence base to plan and position the industry strongly in a global skills and labour shortage - benefiting all businesses.



Gain understanding of the sector's people, skills, and capability and how your business stacks up.

Develop knowledge on the gaps and opportunities for your business so you can build the capability and capacity needed for your future.

Access insights into future the skills needed in the sector & how these apply to your business.



High return on investment - valuable information and insights that individual business could not resource or capture on their own

A key output of the project will be tailored and targeted to businesses to support in their workforce planning.



Take the survey

Thank you for taking the time to complete this important survey.

You will need to be prepared with information about your business – please [download the survey instructions here](#).

Large employers will need some time to work through the survey. You can work through one section at a time and come back to the survey at any stage before the survey window closes.

Take the survey: www.marlboroughwinenz.com/skills-survey